

Message Text

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PAGE 01 BONN 15144 211636Z
ACTION EUR-12

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UNCLAS BONN 15144

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJECT: ADS REQUEST - MONARCH INTERNATIONAL,
CHULA VISTA, GA

REF: USDOC/4668

THE FOLLOWING FIRMS WERE CONTACTED INDIVIDUALLY BY THE
FOREIGN SERVICE POSTS AND HAVE EXPRESSED THEIR INTEREST:

FIRMA MOTORRAD CENTER NEUKOELN
PANNIERSTRASSE 37 AND 41
D-1000 BERLIN 44, GERMANY
CONTACT: HERR KARL OCKENGA
PHONE: (030) 623-83-70
COMMENT: FIRM IS A MEDIUM SIZED WEST BERLIN DISTRIBUTOR
OF MOTOR CYCLE HELMETS IN LOCAL MARKET. FOR PRODUCT
LINES OFFERED THERE COULD BE POTENTIAL MARKET IN BER-
LIN. INTERESTED FIRM WAS ESTABLISHED IN 1969; EMPLOYS
7. WELL-ESTABLISHED COMPANY HAS ACHIEVED SUBSTANTIAL
EXPANSION OF ITS MARKET SHARE IN RELATIVELY BRIEF TIME.
FIRM OFFERS GOOD PROSPECTS FOR DEVELOPING NEW PRODUCT
LINES IN THIS MARKET. MANAGEMENT WOULD LIKE ADDITIONAL
PRODUCT LITERATURE IN GERMAN, IF AVAILABLE.

EYSEL MOTOR SPORT GMBH
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GELNHAUSER STR. 3
D-6456 LANGENSELBOLD
CONTACT: HUGO F. EYSEL, PRESIDENT
PHONE: 06184-2751
LOCATED NEAR FRANKFURT, THIS COMPANY IS A WELL-KNOWN
WHOLESALE OF MOTORCYCLES AND ACCESSORIES. IT REPRESENTS
VARIOUS U.S. FIRMS IN THOSE LINES, AND MR. EYSEL

HAS STATED MONARCH'S PRODUCTS WOULD BE SUITABLE TO
ROUND OUT HIS PROGRAM.

PEMAS GMBH
KARL-STIELER-STRASSE 21-23
D-8031 STOCKDORF
CONTACT: FRAU LETZ, IMPORT MANAGER
PHONE: 089/8572055
COMMENT: COMPANY ESTABLISHED IN 1974, MAINLY WHOLESALERS
ALL TYPES OF PARTS AND ACCESSORIES FOR AUTOMOBILES AND
MOTORCYCLES. ANNUAL SALES INDICATE AN UPWARD TREND.
SALES IN 1977 AMOUNTED TO 6.5 MILLION. COMPANY'S FI-
NANCES ARE SAID TO BE SOUND AND OBLIGATIONS MET
PROMPTLY.
SUITABLE TRADE PARTNER.

AMCONSUL STUTTGART COMMENT:
QUESTION HAS BEEN RAISED BY GERMAN DISTRIBUTORS WHETHER
MONARCH'S HELMETS HAVE BEEN TESTED AND RECEIVED NUMBERS
(PRUEFNUMMERN) FROM THE FOLLOWING TWO GERMAN COM-
MISSIONS:
OMK- OBERSTE MOTORSPORTKOMMISSION
ONS- OBERSTE SPORTKOMMISSION
SHOULD THIS BE THE CASE, FOLLOWING COMPANY MIGHT BE
INTERESTED:
DIETRICH OHG
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ZWEIRADSPORT- UND RASENMAEHER
AN DER AUFSTIEGSTR. 24
D-7300 ESSLINGEN 1 (BERKHEIM)
CONTACT: HERR SCHNEIDER
PHONE: 711/345335

APPROVING OFFICER: GUSTAF COONTZ, COMMERCIAL COUNSELOR
MEEHAN

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Message Attributes

Automatic Decaptioning: X
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Disposition Approved on Date:
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